

In the Claims:

- 1.(currently amended)      An air freshening or purifying device comprising a container, the container having an open side defining a gel receiving surface, which surface has therein a plurality of projections defining recesses therebetween for retaining a gel, said device further comprising a base located at a lower end of the container for supporting the container such that the gel receiving surface is in a substantially vertical orientation, wherein the container and base are both thermoformed from a lightweight plastic material.
- 2.(currently amended)      An air freshening device or purifying device according to ~~as claimed in~~ claim 1 in which the base is formed with a slot for receiving at least a portion of the perimeter of the container.
- 3.(currently amended)      An air freshening or purifying device according to ~~as claimed in~~ claim 1 in which the base is integrally formed with the container.
- 4.(currently amended)      An air freshening or purifying device comprising a container, the container having an open side defining a gel receiving surface, which surface has therein a plurality of projections defining recesses therebetween for retaining a gel, said device further comprising a base formed with a slot for receiving at least a portion of a lower end of the perimeter of the container for supporting the container such that the gel receiving surface is in a substantially vertical orientation, wherein the container and base are both thermoformed from a lightweight plastic material.

- 5.(currently amended) An air freshening or purifying device comprising a container, the container having an open side defining a gel receiving surface, which surface has therein a plurality of projections defining recesses therebetween for retaining a gel, said device further comprising a base located at and integrally formed with a lower end of the container for supporting the container such that the gel receiving surface is in a substantially vertical orientation, wherein the container and base are both thermoformed from a ~~lightweight~~ plastic material.
- 6.(currently amended) An air freshening or purifying device according to claim 1 ~~as claimed in any one of the preceding claims~~ in which the container is formed with a circumferential rim.
- 7.(currently amended) An air freshening or purifying device according to ~~as claimed in~~ claim 6 in which the rim has a width greater than the depth of the gel receiving surface.
- 8.(currently amended) An air freshening or purifying device ~~as claimed in any one of the preceding claims~~ according to claim 1 further comprising a removable cover applied to the container to cover the gel receiving surface.
- 9.(currently amended) An air freshening or purifying device ~~as claimed in~~ according to claim 6 8 in which the removable cover is made from a foil material which is heat sealed to the container.
- 10.(currently amended) An air freshening or purifying device ~~as claimed in~~ according to claim 8 in which the removable cover is made from a plastic laminate which is heat sealed to the container.

- 11.(currently amended) An air freshening or purifying device ~~as claimed in any one of the preceding claims~~ according to claim 1 in which the container is filled with a gel composition.
- 12.(currently amended) An air freshening or purifying device ~~as claimed in~~ according to claim 10 in which the gel composition is a fragrance.
- 13.(currently amended) An air freshening or purifying device ~~as claimed in~~ according to claim 10 in which the gel composition is an insecticide.
- 14.(currently amended) An air freshening or purifying device ~~as claimed in~~ according to claim 10 in which the gel composition is an air purifying composition.
- 15.(new) An air freshening or purifying device according to claim 4 in which the container is formed with a circumferential rim.
- 16.(new) An air freshening or purifying device according to claim 5 in which the container is formed with a circumferential rim.
- 17.(new) An air freshening or purifying device according to claim 1 further comprising a removable cover applied to the container to cover the gel receiving surface.
- 18.(new) An air freshening or purifying device according to claim 4 further comprising a removable cover applied to the container to cover the gel receiving surface.

- 19.(new) An air freshening or purifying device according to claim 5 further comprising a removable cover applied to the container to cover the gel receiving surface.